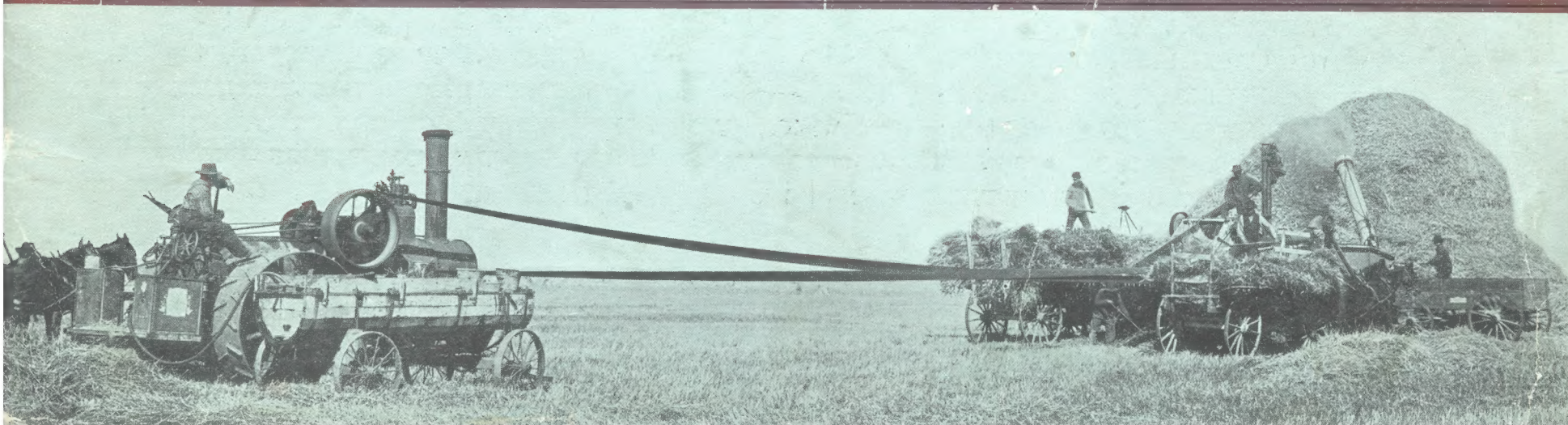




THE CANADIAN
PHARMACEUTICAL
ASSOCIATION

WINNIPEG *Canada*

CONVENTION
— AUGUST —
17-18-19-20-21



Welcome to Winnipeg

PROSPEROUS WINNIPEG CORDIALLY INVITES YOU TO COME AND SEE. IF YOU WANT TO MAKE YOUR NEXT OUTING ONE OF PLEASURE AND OPPORTUNITY—COME TO WINNIPEG. YOU WILL FIND HERE ONE OF THE MOST MARVELLOUS AND IMPRESSIVE RECORDS OF GROWTH EVER WORLD. NOT LONG SINCE THE GARRY, A HUDSON'S BAY METROPOLIS, RAILROAD AND CANADIAN WEST. WE WISH WHICH HAD 215 PEOPLE IN SITUATED IN ALMOST THE AMERICAN CONTINENT, WINCALLY AN UNEXCELLED POSI GATHERINGS, AND TODAY REPUTATION FOR THE MANNER IN WHICH IT HAS HANDLED AND CARED FOR LARGE CROWDS. WITH OVER 70 HOTELS—ALL GOOD AND SOME EQUAL TO THE WORLD'S BEST—AND MORE IN COURSE OF ERECTION, WINNIPEG IS A CITY PARTICULARLY WELL ADAPTED FOR CONVENTION PURPOSES.



SEEN IN THE HISTORY OF THE SITE OF THE HISTORIC FORT TRADING POST — NOW THE BUSINESS CENTRE OF THE YOU TO SEE THE WINNIPEG 1870 AND NOW HAS 225,000. EXACT CENTRE OF THE NORTH NIPEG OCCUPIES GEOGRAPHI- TION FOR CONVENTION ENJOYS AN INTERNATIONAL

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CIVIC
POWER

THE STORY OF WINNIPEG

THE STORY OF WINNIPEG is one of the most marvellous and impressive records of growth on the continent. Forty years ago Winnipeg's population was less than 1,000, and the school attendance was only 35; it was but a post of the Hudson's Bay Company, without churches,

Attention Pharmacists!
"THEY ARE COMING FROM ALL OVER"

Be sure and arrange to attend
the C. Ph. A. Convention to be
held in Winnipeg, Aug. 17 to 20

There are many reasons
why you should come Why?

- Because**—there are many important questions to be discussed.
- Because**—there will be addresses by leading Pharmaceutical lights both from our own Dominion and from the United States.
- Because**—there will be a competition for the most instructive and interesting papers presented at the Convention and valuable prizes awarded the successful competitors.
- Because**—the C. Ph. A. has before it a large field of opportunity and it is your duty to lend a hand, that good may be accomplished.
- Because**—you need a relaxation and we are sure you will be amply repaid for the sacrifice of time in the mutual benefits to be derived—you'll be well looked after by the local hosts.

How many please?
We'll keep your place.

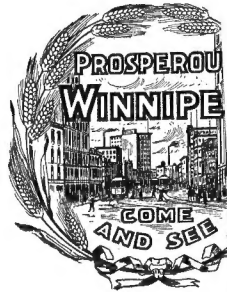
C. W. CAMPBELL, Secretary, Local Executive
331 St. Mary's Avenue, Winnipeg

Lumber, and timber and mining—its own quarry, street lighting, water works—including high pressure fire system of 300 lbs. pressure for fire protection. Winnipeg is now in a position to encourage manufacturers by affording cheap power. On the Winnipeg River a total of 60,000 h.p. is developed by the city, which is sold to consumers at cost of production. Domestic lighting is sold at three cents per k.w. hour. The value of the factory output is now estimated at \$40,000,000 annually, which is an increase of over 400 per cent. in the past ten years. Over 18,000 factory hands now find employment in over 300 successful plants operating. Take this record in industrial growth and add to it the annual wholesale turnover of \$140,000,000, and the enormous grain trade, handled in the city, making Winnipeg the central market and capital city of commerce of Western Canada.

across the prairie where the city now stands. Its tracks radiate from it, and the Canadian Pacific gle corporation. Winnipeg is the chief central g just built a Union Station at a cost of \$1,500,000. l surrounded by good farming, timber and mining avenues being 142 feet,—156 miles of streets are 215 miles of sewers, 410 miles of paved and graded miles of water mains have been laid down since ty was \$18,612,410; in 1900, \$25,077,460; in 1902, 67,250, and in 1912, \$214,360,440 Winnipeg is d banks with 808 branches in the Prairie Provinces. ; 1908, \$614,111,801; 1909, \$770,649,332; 1910, s and missions, 39 public schools, with an enrol- ba University, Provincial Agricultural College, fices of the Dominion Government in the West, each, up-to-date fire, police and water systems. lines. New buildings erected in 1900-1-2 amounted 25; in 1910, \$15,116,450; in 1911, \$17,550,000, and s of the Canadian West centres in Winnipeg, and ket on the American continent. This is evidence ble fishing business is done in the large Northern wns and operates its own asphalt paying plant,

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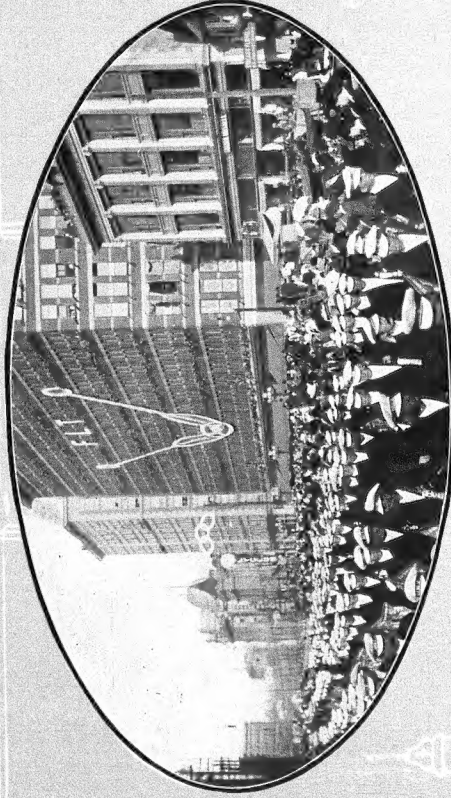
CIVIC
POWER

THE STORY OF WINNIPEG

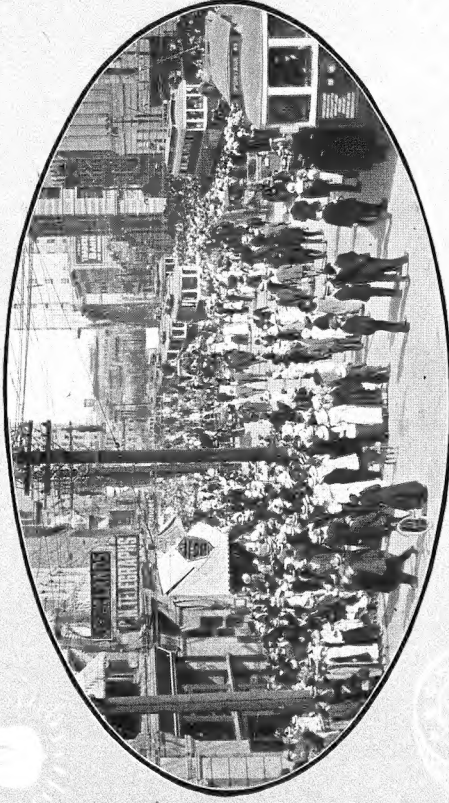
THE STORY OF WINNIPEG is one of the most marvellous and impressive records of growth on the continent. Forty years ago Winnipeg's population was less than 1,000, and the school attendance was only 35; it was but a post of the Hudson's Bay Company, without churches, streets or railroads, and but a few years previously the Indians chased herds of buffalo across the prairie where the city now stands. It is now the railroad and business centre of the Canadian West. Twenty-two railroad tracks radiate from it, and the Canadian Pacific Railway yard here, with its 135 miles of sidings, is the largest in the world controlled by a single corporation. Winnipeg is the chief central point of the Canadian Northern and Grand Trunk Pacific railway systems—these roads having just built a Union Station at a cost of \$1,500,000. Five thousand railway employees reside in the city. It is in the famous Red River Valley and surrounded by good farming, timber and mining districts and extensive lake fisheries. The streets of the city are generally wide,—the principal avenues being 142 feet,—156 miles of streets are paved with asphalt, block and macadam. The land area of 14,720 acres has been covered by 215 miles of sewers, 410 miles of paved and graded streets—115 miles of which are boulevarded—and 471 miles of sidewalks. Approximately 245 miles of water mains have been laid down since the city's incorporation forty years ago. In 1890 the proportionate assessment value of the city was \$18,612,410; in 1900, \$25,077,460; in 1902, \$28,615,810; in 1905, \$62,727,630; in 1906, \$80,511,727; in 1909, \$131,402,800; in 1911, \$172,667,250, and in 1912, \$214,360,440. Winnipeg is the wholesale and jobbing centre of Manitoba, Saskatchewan and Alberta. It has 20 chartered banks with 808 branches in the Prairie Provinces. Bank clearings: 1900, \$106,956,720; 1905, \$369,868,179; 1906, \$504,585,914; 1907, \$599,667,376; 1908, \$614,111,801; 1909, \$770,649,332; 1910, \$953,415,281; 1911, \$1,172,762,142, and 1912, \$1,537,817,524. The city contains 135 churches and missions, 39 public schools, with an enrolment exceeding 22,500; also six parochial schools with 1,200 pupils, six colleges of the Manitoba University, Provincial Agricultural College, academies, ladies' schools, the Provincial Government buildings, Court house, gaols, chief offices of the Dominion Government in the West, fine City Hall, a free library—costing \$140,000—two railway depots, costing over \$1,500,000 each, up-to-date fire, police and water systems. The electric street railway operates 300 cars on 75 miles of city tracks and 44 miles of suburban lines. New buildings erected in 1900-1-2 amounted to \$5,558,545; in years 1903-4-5, \$26,187,350; in years 1906-7-8, \$24,562,200; in 1909, \$9,226,325; in 1910, \$15,116,450; in 1911, \$17,550,000, and in 1912, \$20,475,350. These facts give some idea of the progress being made. The grain business of the Canadian West centres in Winnipeg, and for 1912 the inspections were 143,682,750 bushels, making Winnipeg the greatest grain market on the American continent. This is evidence enough of the nature of the soil tributary to Winnipeg. In addition to agriculture, a considerable fishing business is done in the large Northern Lakes, and timber and mining enterprises are being developed on its shores. Winnipeg city owns and operates its own asphalt paving plant, its own quarry, street lighting, water works—including high pressure fire system of 300 lbs pressure for fire protection. Winnipeg is now in a position to encourage manufacturers by affording cheap power. On the Winnipeg River a total of 60,000 h.p. is developed by the city, which is sold to consumers at cost of production. Domestic lighting is sold at three cents per k.w. hour. The value of the factory output is now estimated at \$40,000,000 annually, which is an increase of over 400 per cent. in the past ten years. Over 18,000 factory hands now find employment in over 300 successful plants operating. Take this record in industrial growth and add to it the annual wholesale turnover of \$140,000,000, and the enormous grain trade, handled in the city, making Winnipeg the central market and capital city of commerce of Western Canada.

CIVIC LIGHT

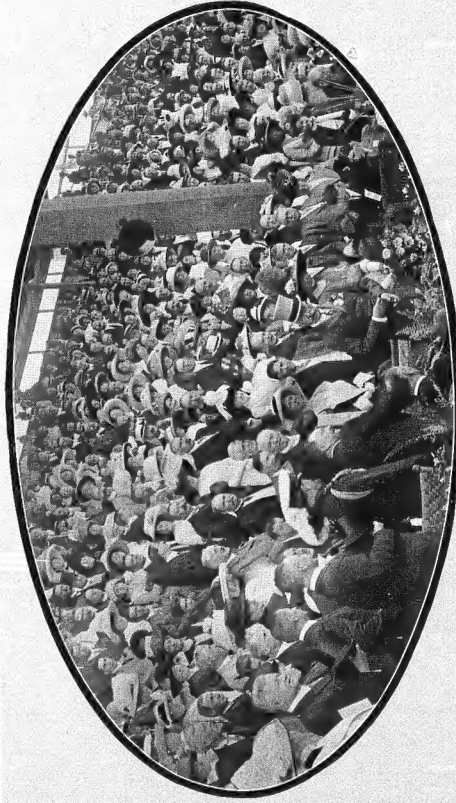
CIVIC POWER



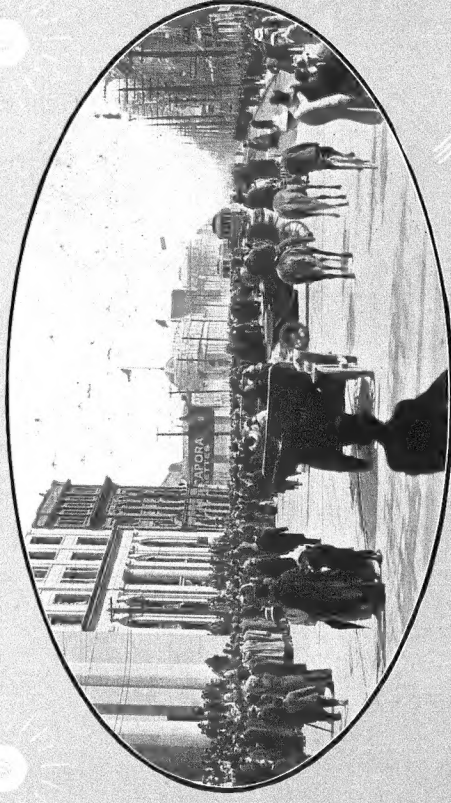
CONVENTION PARADE AT WINNIPEG. Canada's central, convenient convention city, Winnipeg, enjoys an international reputation. It has handled and cared for large crowds. Your visit to Winnipeg will be full of interest, pleasure and opportunity.



MAIN STREET, WINNIPEG. This thoroughfare usually causes the visitor delight and surprise, with eight, ten and twelve story buildings and magnificent banks. The photograph above shows a section of the Banking District known as "The Wall Street of Western Canada."



THE GREAT FAIR OF THE GREAT WEST. The Canadian Industrial Exhibition held annually at Winnipeg attracts thousands of visitors from all parts. Last year—1912—this big industrial and agricultural exhibition was opened by H.R.H. The Duke of Connaught, Governor General of the Dominion. The above photograph represents the opening ceremonies. Last year 250,000 people attended the Fair.



MAIN STREET SOUTH, WINNIPEG. Magnificently wide, startlingly new and remarkably busy; strikingly characteristic of the big cities of the West, with grand buildings alongside the wooden shacks of earlier days.

CIVIC
POWER



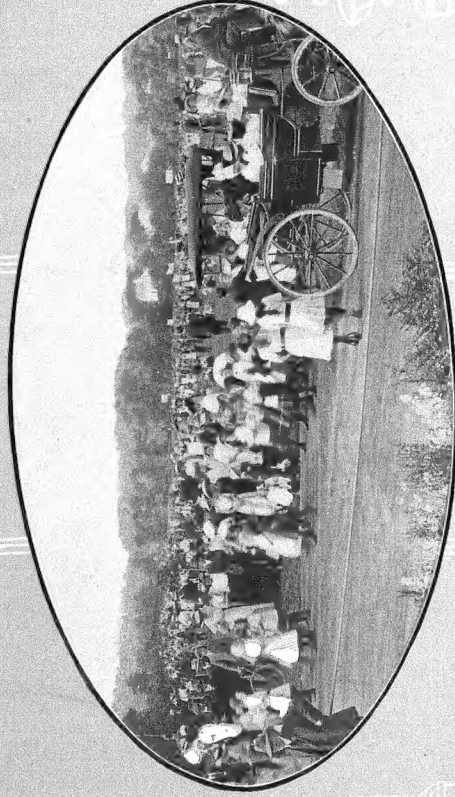
WINNIPEG'S FAREWELL TO THE DUKE OF CONNAUGHT. Terminating a most enjoyable visit of ten days in Winnipeg, His Royal Highness bade farewell July 30th, 1912. Winnipeg citizens turned out en masse, and almost twelve hundred automobiles escorted the Royal party to the depot.



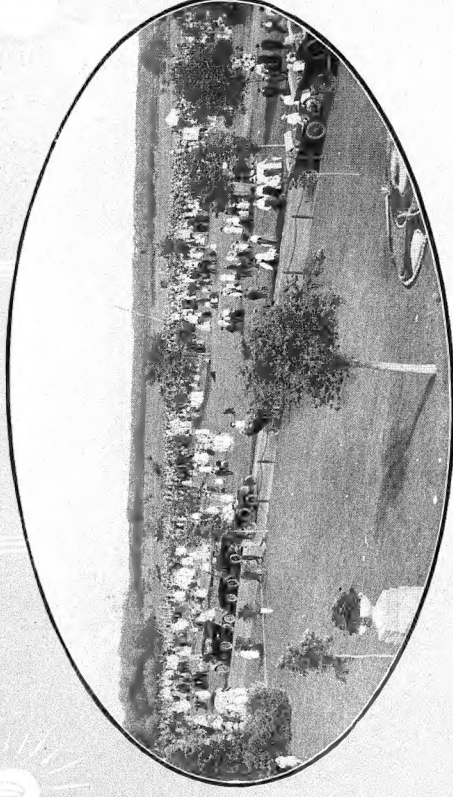
CIVIC ART GALLERY.—Winnipeg's citizens have shown a predilection towards the aesthetic, by the erection of a fine fire-proof Art Gallery. This was financed and completed in 1912 through the instrumentality of the Winnipeg Industrial Bureau.

CIVIC LIGHT

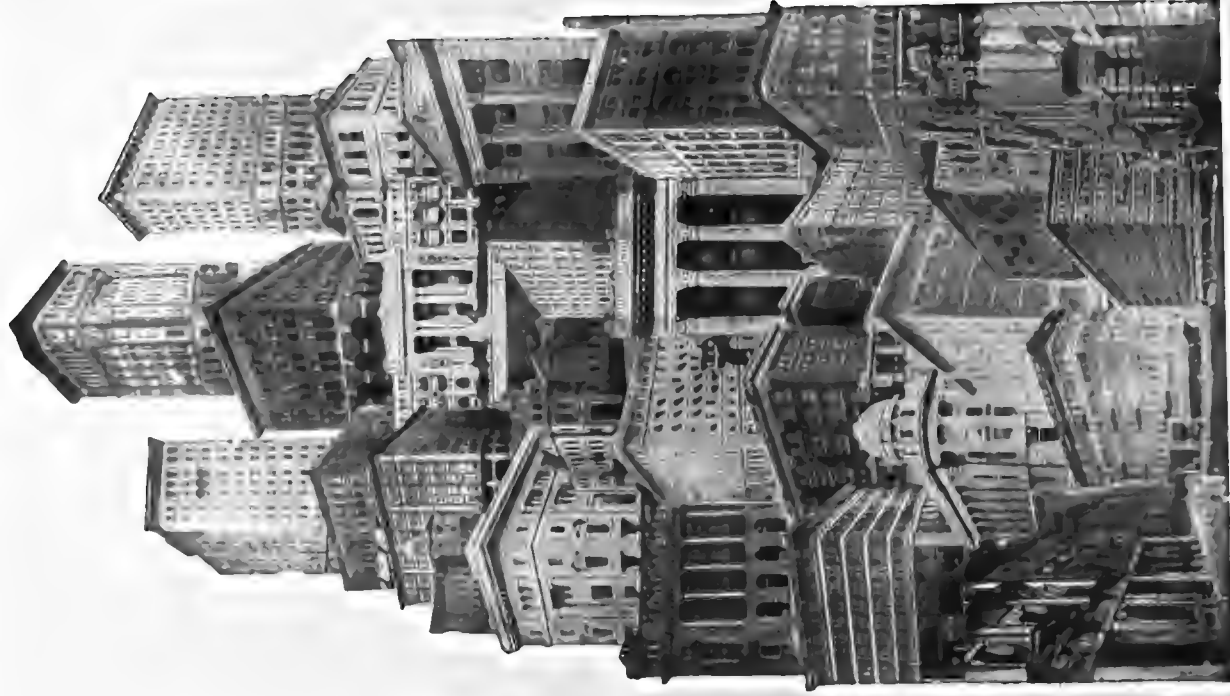
CIVIC POWER



Winnipeg has twenty-nine Parks, covering over 500 acres. The photograph reproduced above was taken last summer at a Civic Playgrounds Commission demonstration. The City expended \$190,000 in improvements in this park in 1912.



THE CITY PARK, WINNIPEG. A favorite resort of Winnipeg people on Sunday afternoon or on a holiday. A fine collection of animals is kept in this park, which lies along the Assiniboine River and has great natural beauty, which has been splendidly adapted and extended by the hand of man.



A GROUP OF WINNIPEG BUILDINGS—Picturing the type of its business blocks which have been erected in the past few years by big financial and commercial firms—showing their faith in Winnipeg's future by the investment in such magnificent structures.



GOVERNMENT POST OFFICE AT WINNIPEG. The post office building occupied by the department at Winnipeg is a new and well appointed building, made especially for an efficient service in postal business. The new structure was opened for business in 1909 and now ranks as the chief office in Canada in volume of business transacted.



HOLIDAY ON MAIN STREET, WINNIPEG—Main Street is the chief thoroughfare of Winnipeg. It is 140 feet wide, beautifully paved, and has wide granolithic sidewalks. Double electric car tracks traverse the full length of the street within the city limits and fine buildings line its sides, making Winnipeg's principal street, big, dignified and impressive—the more so since it is familiar history that it is no more than thirty years since what is now Main Street was a muddy prairie trail.



CORNER OF GARRY STREET AND PORTAGE AVENUE



CORNER OF LOMBARD AND RORIE STREETS



OUTSIDE VIEW OF C.P.R. DEPOT—Here the traveller begins to realize for the first time of the vastness of the westward movement, who come to Vancouver with but the faintest idea of what a city awaits, that he has come to a location away, but to a modern, up-to-date city with all the characteristics of such.

The C.P.R. yards here, with its 135 miles of sidings, is the largest in the world owned by a single corporation.



CORNER OF RORIE AND LOMBARD STREETS



CORNER OF PORTAGE AVENUE AND DONALD STREET



Winnipeg Industrial Bureau—Permanent Exposition of local manufactured products and natural resources of the Canadian West, with Convention Hall seating 4700, Civic Art Gallery and Museum, and Information and Publicity offices for Winnipeg and Western Canada.

THESE works are located at Point du Bois on the Winnipeg River, 77 miles northeast of the City of Winnipeg. The water fall, naturally 32 feet, is increased by the power development dam to 47 feet. Mill pond of 6,000 acres.



THE total power available without storage is 60,000 horse power, which can be increased to 100,000 horse power. The cost of the works, including generating stations, transmission line and terminal stations, all completed and equipped, was \$4,000,000.00. Power and light is sold at cost.

Municipally-Owned Power Plant of Winnipeg, at Point du Bois, on the Winnipeg River



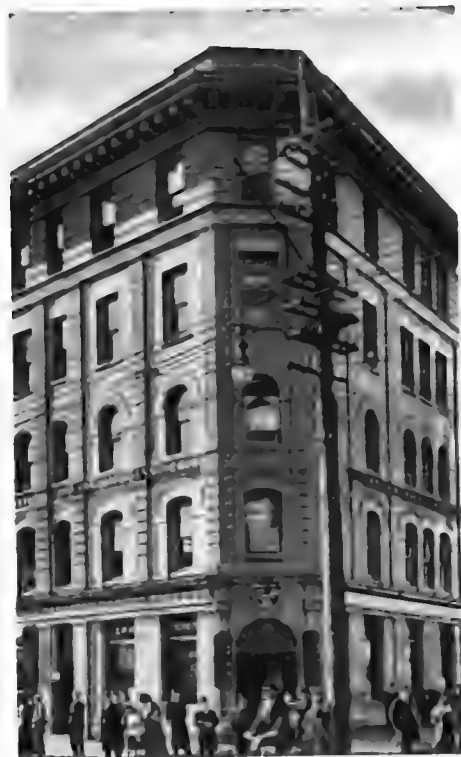
FROM BUSINESS TO BEAUTY—Many Winnipeg streets that are given over to business in the downtown section are transformed into residential streets as they extend to the suburbs. The change is one from broad stretches of asphalt and wide sidewalks to narrower pavements flanked by boulevards and trees.



Winnipeg Apartment Blocks. Over seventy Apartment Blocks were erected in Winnipeg in 1912. Some of these are equal to the best that larger Eastern centres can show.



CORNER OF PRINCESS STREET AND CUMBERLAND AVENUE



CORNER OF MAIN STREET AND PORTAGE AVENUE



ST. ANDREW'S LOCKS AND DAM—constructed by the Dominion Government at a cost of \$1,250,000 and opened officially in July, 1910. This great work has placed Winnipeg in direct water communication with Lake Winnipeg—an inland sea over 800 miles long and 100 miles wide—surrounded by great undeveloped resources that will now be brought into account by the growth of manufacturing in Winnipeg. The upper insert is Winnipeg's first warehouse and the lower insert is an old-time Red River freighter.



CHURCHES OF WINNIPEG.—Winnipeg is famous for its fine churches, all of which are largely attended. There are 140 churches and missions and the last church census taken show the following denominations based on 200,000 population: 18 per cent. Presbyterian, 17 per cent. Church of England, 15 per cent. Roman Catholic, 11 per cent. Methodist, 5 per cent. Baptist, 5 per cent. Hebrew, 4 per cent. Evangelical, 3 per cent. Congregational, 1 per cent. Salvation Army, 7½ per cent. other denominations and 6 per cent. no preference.



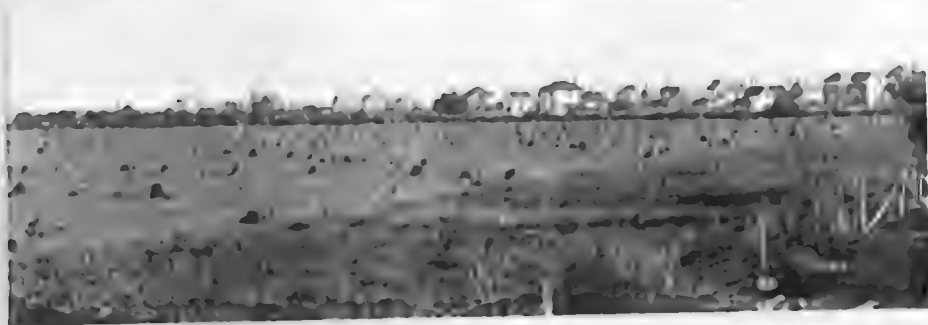
A WIDE EXPANSE OF PARK LAWN. No better land could be found for lawns than the Manitoba prairie. It is level, smooth and splendidly rich and fertile. Planted to grass and well tended, it produces a fine growth of lawn carpeting. Flower beds flourish and supply good and effective landscape scheme. Motoring and coaching is popular through these park drives as shown in the miniature inserts of this photograph.



CITY HALL SQUARE—Facing Main Street and confronted by a well-kept small park, is to be seen Winnipeg's City Hall, built in 1883. The city is so situated that the civic offices are to a large extent accommodated in adjoining office buildings. The tall building on the left is the Head Office of the Union Bank of Canada, which has 266 branch offices.



MIXED FARMING IN MANITOBA. Manitoba land is cheap and much of it is ideal for dairy farming, with good water supply and that will grow corn, alfalfa, peas and plums every kind of cultivated grain and grass. There is an abundance of grazing and the land can be obtained for the cost of putting it up and hauling. And most important of all, there is the finest market in the world where good prices can be obtained for milk, butter, cream, and poultry in the City of Winnipeg.



WHEAT.—Hundreds of miles of land like this. This magnificent domain of rich soil as long as the distance from Chicago to Boston, and as wide as from Toronto to Baltimore—all in one big field!

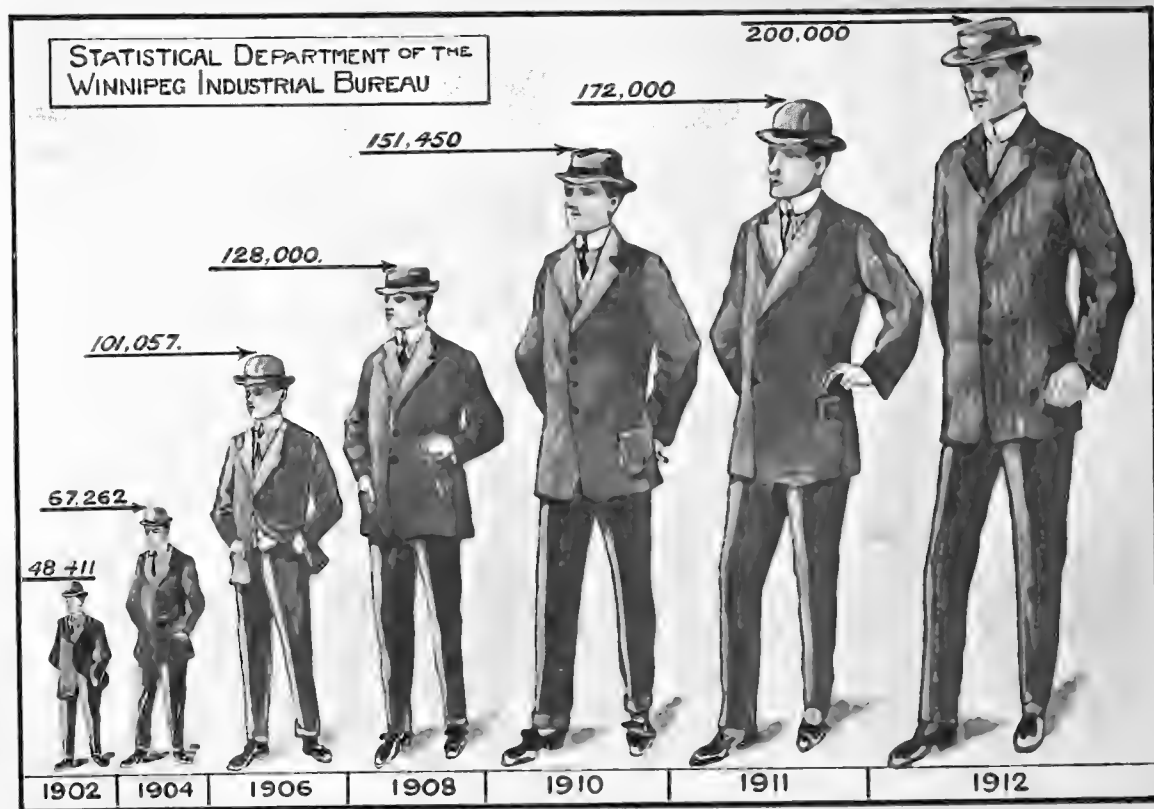


Diagram illustrating the growth of Winnipeg's population during the past ten years—In 1870 there were 215 people in Winnipeg.

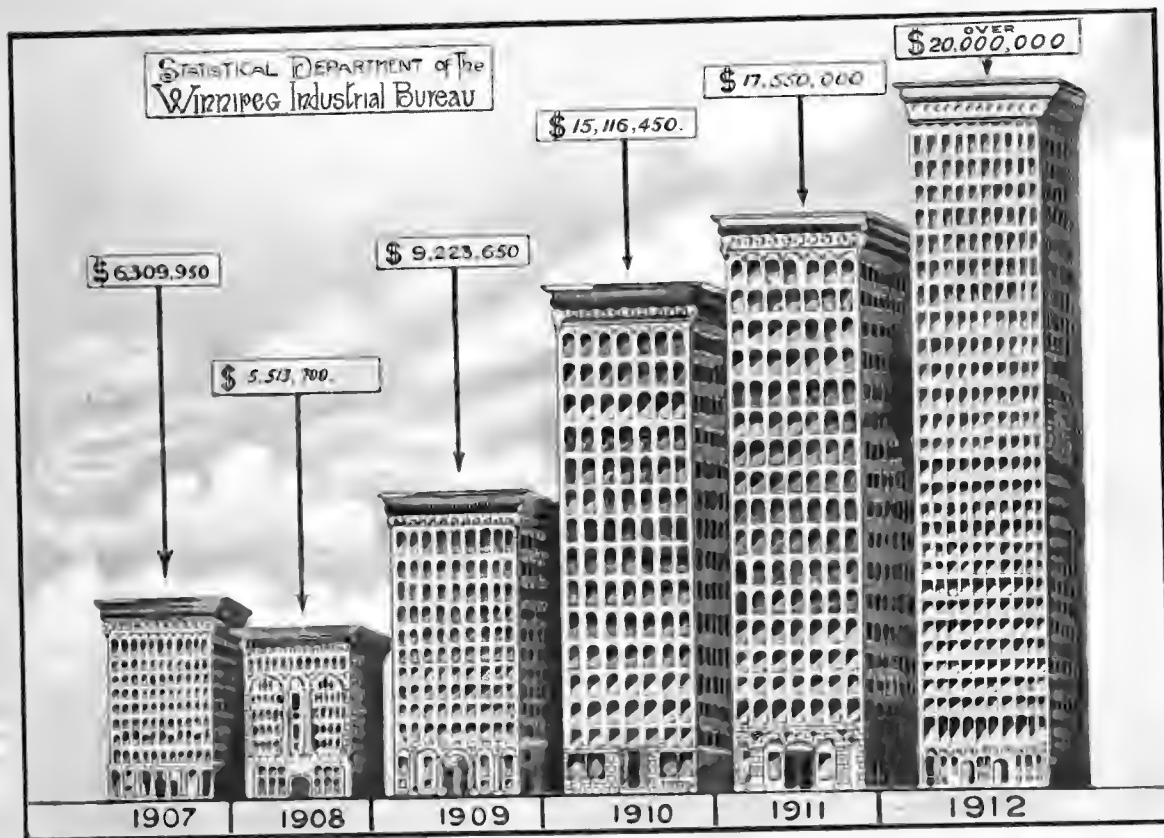


Diagram illustrating the steady and remarkably large increase in the money invested in buildings in Winnipeg during the past few years. Winnipeg is, as a matter of fact, building annually more than most cities of twice the population.

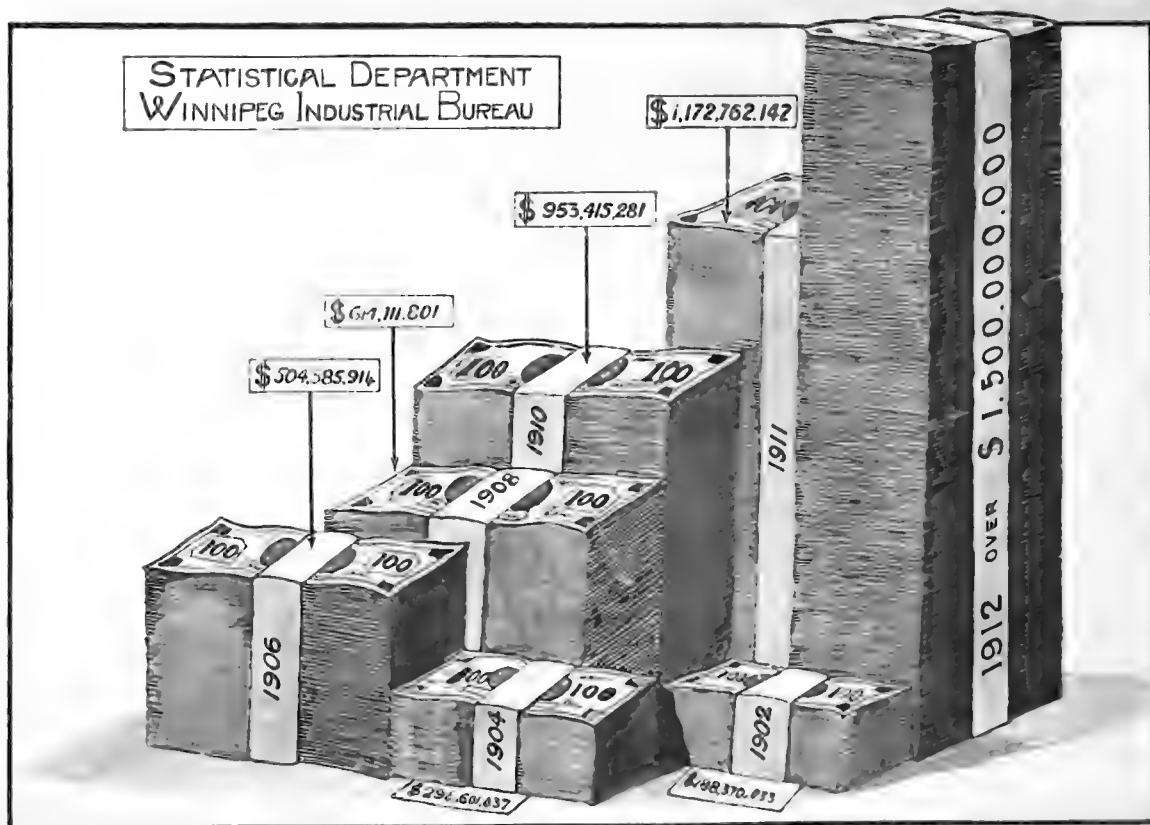


Diagram illustrating Winnipeg's financial transactions—in the figures of the annual bank clearings—for a period covering ten years. Few, if any, cities in the world of like population can beat Winnipeg's annual banking records. Winnipeg has now 20 banks, with 808 branches in the Prairie Provinces.

STATISTICAL DEPARTMENT of the
Winnipeg Industrial Bureau

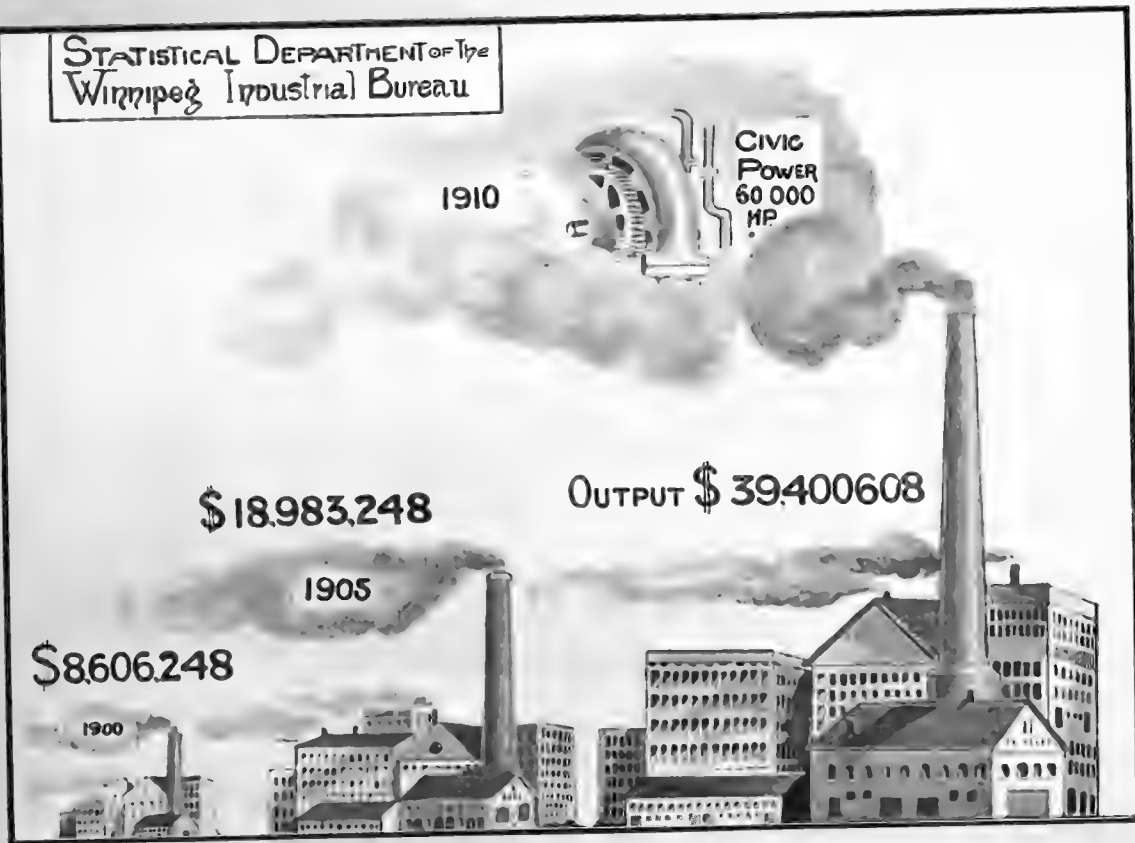


Diagram showing the extraordinary increase in the output of Winnipeg's factories, amounting in ten years to almost 460 per cent! Winnipeg has now over \$43,000,000 invested in industries; has over 300 factories employing over 16,000 men.

THE PROVINCE OF MANITOBA

MANITOBA, the most easterly of the three Central Provinces, lies in the centre of the North American continent and midway between the Pacific and Atlantic oceans, its southern boundary running down to the 49th parallel, which separates it from the United States. Last year by special Act of the Dominion Legislature, the northern boundary was extended to the 60th parallel of latitude, adding 114,226,560 acres to the Province. Old Manitoba had 73,742 square miles, the new 252,211, the increase being 245 per cent. From being sixth in point of area among the provinces, Manitoba now takes fourth place. It is exceeded in size by only three provinces—British Columbia, Quebec and Ontario. Manitoba is now a maritime province with a coast line and port for ocean going steamers on the Hudson's Bay, one of the largest inland seas in the world. A railway from Winnipeg to the Hudson's Bay is now under construction.

Within its borders is Lake Winnipeg, a fresh-water sea, 300 miles long and 100 miles wide, and 2,000 square miles larger than Lake Ontario. Lake Manitoba is another large body of water, and scattered throughout the province are many others. The Red River of the north makes its winding way through the province and is joined at the spot where Winnipeg has been built, by the Assiniboine. The Winnipeg River is a stream of much importance for its water power, its possibilities in that line (with 78,000 h.p. developed and transmitted to Winnipeg) being greater than that of Niagara Falls. By means of its waterways, Manitoba will eventually have water transportation to the salt seas—north by way of the Red River, Lake Winnipeg and the Nelson to Hudson's Bay, or east by the way of rivers, lakes, and canals, to the Great Lakes, only five hundred miles away.

Little more than forty years ago Manitoba was pure frontier—the very outpost of civilization. Its people were nearly all half-breeds and Indians. Herds of buffalo roamed the prairie and were hunted for hides and choice cuts of meat. The Government was so weak and unstable that when it was proposed to join the Confederation, Louis Riel and a handful of half-breeds seized the stores and post of the Hudson's Bay Company at Fort Garry and captured the white inhabitants of the settlement, which is now the splendid city of Winnipeg. The rebellion was crushed and Manitoba joined the Confederation, but Riel rebelled again in 1885, and it took hanging to remedy this chronic upheaval of things governmental. There were no cities, no towns of size, no railroads, no factories or any stores outside of the post stores of the fur traders.

To-day Manitoba has a population of over 500,000. Six million acres of land planted to wheat, oats, barley, flax and general crops, produce excellent results and make the Manitoba farmer the richest agriculturist in the world. 58,433,579 bushels of wheat, 87,190,677 bushels of oats, and 33,795,191 bushels of barley were raised in Manitoba in 1912, and the filling up of the country and the growth of the cities and towns have promoted mixed farming and dairying so that these branches of agriculture are of very great importance and are gaining ground every year.

Manitoba has awakened to the importance of a vigorous campaign for people. Geographically situated so as to offer the farmer the greatest of combined advantages, those seeking opportunity, especially in mixed farming, are sure to respond in the coming year to the invitations that are being sent out to every corner of the world by the progressive movement started last year. Without taking to account the hundred and fourteen million acres added to the province last year, Manitoba has already 36,754,000 acres capable of cultivation. This equals 229,712 quarter sections of 160 acres each, and taking an average of four people to the quarter section, it will give a rural population of nearly a million people exclusive of cities, towns and villages, or, in other words, room and opportunity for an additional three-quarters of a million farming population.

Write to the Secretary of the "Million for Manitoba" League, Exposition Building, Winnipeg, for Free Literature and Facts.

WESTERN CANADA—THE LAND OF OPPORTUNITY

ALL EXPERTS in economics assert that agriculture is the basis of true wealth; that all other activities revert to the tilling of the soil for their base and source of life. Probably there has never been a more striking instance of the power of agriculture to create a nation than that which is on view on the plains of Western Canada to-day. Here is a country, where no more than forty years ago there were about 12,000 people, mostly half-breeds and Indians, but which has now a population of 1,500,000, and is adding to that rather considerable number in the spring and summer months each year at the rate of over a thousand a day. The soil of Western Canada is rich and fertile beyond the dreams of agricultural avarice, and produces crops year after year in unexcelled quality and higher average yield than any other country in the world where farming is done on the same big scale. Wheat produces twenty to sixty bushels to the acre; oats from fifty to one hundred bushels and barley from thirty to sixty bushels.

The area of the three prairie provinces—Manitoba, Saskatchewan and Alberta—is 471,243,338 acres, including Manitoba's new area of 114,226,560 acres. Of this it is estimated that, exclusive of Manitoba's added territory, 200,000,000 acres are arable. In 1900 the acreage under crop—wheat, oats and barley only—was 3,491,413; in 1906 it had increased to 7,894,666; in 1911, 14,626,234 acres, and in 1912, 17,329,000 acres were sown with these cereals. In addition to this 1,110,000 acres of flax were sown last year. The following table, giving the combined yield of wheat, oats, barley and flax, for Manitoba, Saskatchewan and Alberta, during the past ten years, forms splendid evidence of the productive power and general importance of Western Canada:—

GRAIN YIELDS OF WESTERN CANADA

Year	Wheat	Oats	Barley	Flax	Year	Wheat	Oats	Barley	Flax
1901	63,311,632	38,909,654	7,331,255	266,420	1907	70,922,584	74,513,561	19,187,449	1,732,065
1902	67,034,117	45,139,455	12,718,839	722,625	1908	96,863,689	108,987,855	24,050,645	3,165,320
1903	56,146,021	47,215,479	10,448,461	884,000	1909	118,109,000	163,998,752	30,542,000	4,833,167
1904	54,390,678	44,620,520	10,920,850	535,543	1910	101,336,413	108,301,090	16,993,170	4,038,950
1905	84,506,857	66,311,800	13,447,800	733,700	1911	177,109,000	212,819,000	24,043,000	12,784,000
1906	94,201,984	94,244,000	16,888,000	1,023,510	1912	188,816,000	221,758,000	43,895,000	13,300,000

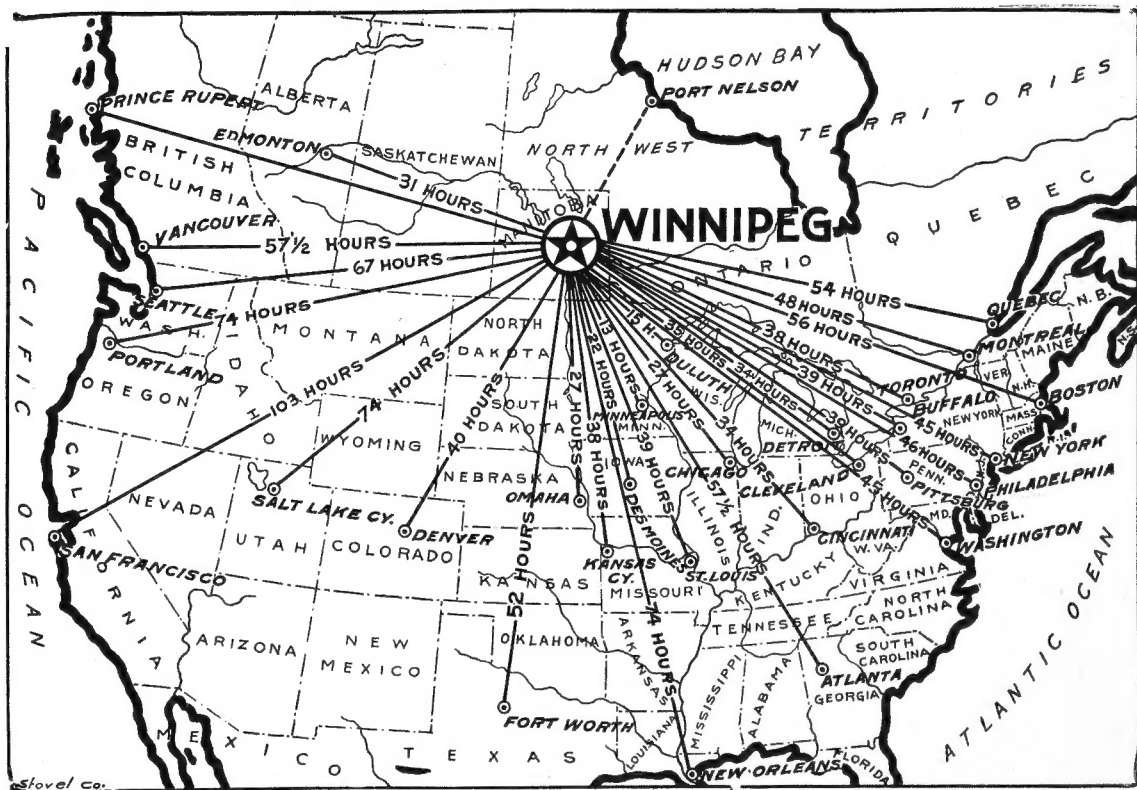
The money value of last year's grain crop alone is conservatively estimated at \$250,000,000

The railway mileage of the three prairie provinces is now 13,480 miles, having increased from a mileage of 3,680 in ten years. Immigration too shows a remarkable increase during that period. In the year 1901, 49,149 new settlers entered the provinces; in 1906 this figure had increased to 189,064, and the immigration authorities state that in 1912 considerably over 400,000 desirable settlers entered Canada (which means largely Western Canada), and that 1913 will see the movement reaching well up to the half-million mark.

That these facts and figures are only records of the beginning of progress and development in Western Canada, and that the future holds tremendous possibilities for this wonderful productive country, may be judged by the fact that less than eight per cent. of the available land is under cultivation. Commerce is measured by the power of the land to maintain population, and cities can grow to the limit of the crop resources that directly or indirectly support them. So that the future of Winnipeg, the economic manufacturing and shipping centre of Western Canada, will be measured closely by the size of the crops of the three Prairie Provinces—Manitoba, Saskatchewan and Alberta.

Your Opportunity. Get close to this market.

Special reports prepared and mailed free of charge on the manufacturing possibilities of any line of industry by addressing CHAS. F. ROLAND, Commissioner of Industries, Winnipeg, Canada.



Showing Winnipeg's Central Position for Convention Gatherings. As a Convention City Winnipeg is Without Peer in the Dominion and is Rivalled by Few American Cities



COMPLIMENTS
WINNIPEG INDUSTRIAL BUREAU

